

BOERNE UNIFIED DEVELOPMENT CODE

9. SIGNAGE

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Version 3.1

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9.1. SIGN PROVISIONS

A. PURPOSE

1. The City Council finds that to protect the health, safety, property and welfare of the public it is necessary to prevent the unregulated proliferation of signs while at the same time respecting the public's right to freely engage in constitutionally protected speech.
2. The purpose of these rules and regulations is to
 - a. provide uniform sign standards and regulations in order to improve pedestrian and traffic visual safety,
 - b. to provide for safe construction, location, erection, and maintenance of signs,
 - c. to prevent proliferation of unauthorized signs, to minimize the possible adverse effect of visual clutter on nearby public and private property, and
 - d. to promote a positive City image reflecting order, harmony and pride, thereby strengthening the economic stability of Boerne's commercial, cultural, historical and residential areas.

B. APPLICABILITY

The provisions of this Chapter shall apply within the City Limits and within the extra-territorial jurisdiction (ETJ) of the City as defined by state law.

C. RELATIONSHIP TO OTHER ORDINANCES

1. This Chapter shall not be construed to require or allow any act that is prohibited by any other ordinance of the City.
2. This Chapter is specifically subordinate to any ordinance or regulations of the City pertaining to building and construction safety or to pedestrian and traffic safety.

D. MESSAGE NEUTRALITY

It is the policy of the City to regulate signs in a manner that does not regulate speech by message content.

E. NON-COMMERCIAL MESSAGE SUBSTITUTION

1. Any sign authorized by this ordinance displaying a commercial message which is subsequently substituted for a non-commercial message in place of the previous commercial message, or previous non-commercial message, is exempted from regulation under this ordinance.
2. Signs containing noncommercial speech are permitted anywhere that signs regulated by this chapter are permitted, subject to the same regulations applicable to the type of sign used to display the noncommercial message. No provision of this chapter prohibits an ideological, political, or other noncommercial message on a sign otherwise allowed and lawfully displayed under this chapter.
3. The owner of any sign allowed and lawfully displayed under this chapter may substitute non-commercial speech in lieu of any other commercial or non-commercial speech, with no permit or other approval required from the City solely for the substitution of copy.
4. This section does not authorize the substitution of an off-premise commercial message in place of a noncommercial or on-premise commercial message.

F. CHANGES TO THE SIGN FACE

Changing the face of a sign shall not require a sign permit, provided that such a change is made to an existing sign face, without changing the sign type or dimensions.

G. SIGN MAINTENANCE

1. The property owner is responsible for proper permitting, installation and maintenance of all signs on the property.
2. Signs shall be maintained in a graffiti-free condition.
3. Temporary signs, banners and flags shall be repaired or replaced when the surface is frayed, torn or damaged.
4. The display area of all painted signs shall be kept neatly printed or posted at all times, or otherwise removed. Any paint that is fading, chipping, peeling or flaking shall be immediately repaired.
5. Re-use of existing poles

Existing poles may be reused for pole signs provided that:

- a. They are not damaged;
 - b. They have not been removed from their location; and
 - c. They conform to the standards of this Chapter
6. Maintenance condition of existing signs
 - a. All signs shall be maintained in a safe, neat and orderly condition and appearance, and shall be repainted and kept clean by the property owner to prevent corrosion or deterioration caused by weather, age or any other condition.
 - b. Unused sign hardware and wiring that is visible from the public right of way shall be removed.
 - c. If a sign is maintained in an unsafe or unsecured condition, the City may serve notice and remove the sign at the property owner's expense. The City Manager shall notify, by certified mail, the responsible party for any sign not so maintained, and the responsible party shall be required to perform the necessary maintenance or repairs within 30 days of the postmark on the notice. Any sign not repaired within the allotted time may be removed by the City and the actual cost of such removal shall be charged to the responsible party for the sign. If the sign is removed by the City and the sign remains unclaimed for a period of more than thirty (30) days, the City may destroy, sell, or otherwise dispose of the sign.
 7. Removal of Hazardous Signs
 - a. All signs shall be maintained to prevent any kind of safety hazard, including faulty sign structures, fire hazards and electrical shock hazards.
 - b. Any sign which, in the judgment of the City Manager, has become an imminent hazard to public safety, either because of an incident of damage or because of neglect, shall be repaired or removed by the responsible party without delay. Notice of the existence of the hazard shall specify the maximum time which may be allowed for repairs or removal in order to ensure public safety, and the notice may be served upon the responsible party by any means available. A hazardous sign which is not repaired or removed within the time specified in the notice shall be removed by the City and the cost of such removal shall be charged to the responsible party. If a sign has been removed by the City as a hazardous sign and the sign remains unclaimed for a period of more than thirty (30) days, the City may destroy, sell, or otherwise dispose of the sign.

H. CONFORMITY REQUIRED

1. No sign shall be erected, reconstructed, repaired, maintained or used after the effective date of this Chapter unless such erection, reconstruction, repairs, maintenance or use meets all the provisions of this Chapter or any applicable ordinance adopted by the City Council of the City of Boerne, Texas.
2. Except as otherwise provided herein, the Building Official shall cause the immediate removal of any sign constructed, erected, or placed in violation of the provisions of this Chapter or expressly prohibited and any sign that represents a clear and present danger to the health or safety of the public due to its structural condition.

I. VIOLATION AND PENALTY

1. Wherever, by the provisions of this Chapter, the performance of any act is required or the performance of any act is prohibited, or wherever any regulation, dimension or limitation is imposed on the location, design or use of any sign, a failure to comply with the provisions of this ordinance shall constitute a violation of this ordinance.
2. The City Manager may institute any appropriate action or proceedings to prevent the unlawful erection, construction, reconstruction, relocation, alteration, repair or use of any sign, and to restrain, correct or abate such violation.
3. Every day on which a violation exists shall constitute a separate violation and a separate offense.
4. The penalty for each offense shall not exceed one thousand dollars (\$1,000.00).

9.2. PROHIBITED SIGNS

A. PROHIBITED SIGN TYPES

It shall be unlawful for any person to erect, install, construct, display, maintain, reconstruct, place, locate, relocate, or make use of any of the following signs:

1. Beacons
2. Billboards
3. Flashing signs
4. Moving signs
5. Unsafe signs
6. Signs interfering with required parking and maneuvering areas
7. Signs which do not comply with any applicable provision of a building code, electrical code or other applicable code or ordinance of the city
8. Signs located or illuminated in such a manner as to obscure or otherwise interfere with the effectiveness of an official traffic sign, signal or device or so as to obstruct or interfere with the view of a driver of approaching, emerging or intersecting traffic or so as to prevent any traveler on any street from obtaining a clear view of approaching vehicles for a distance of two hundred fifty (250) feet along the street;
9. Signs which by reason of their proximity to a public or private street, highway, alley, lane, parkway, avenue, road, sidewalk, or other right-of-way, constitute a hazard to vehicular or pedestrian traffic because their location interferes with the safe operation of a vehicle.
10. Signs whose design or content may be confused with any authorized traffic sign, signal or device.

B. PROHIBITED SIGN LOCATIONS

1. Off-premise signs are prohibited.
2. No sign or part of a sign, including mounting fixtures and supporting structures, which is mounted above or projects over any sidewalk, street, drive or parking area, whether on public or private land, shall be hung with less than seven (7) feet of vertical clearance above the sidewalk or less than twelve (12) feet of vertical clearance above the street, drive or parking area.
3. No sign or part of a sign, including mounting fixtures and supporting structures, shall be located on or above any public land to include rights of way, except as provided by this Chapter.
4. No sign shall be placed on or attached to any tree.
5. No sign shall be placed on or attached to any utility pole or pedestal, except by a utility company owning the pole or pedestal or operating facilities mounted on the pole or in the pedestal.
6. No sign shall be placed or kept in use to advertise an activity, business or service no longer conducted on the premises upon which the sign is located.
7. No sign shall be located on any sidewalk or in any unpaved walkway intended for public use so as to allow less than three feet in radius of horizontal clearance on at least one side of the sign.
8. No sign or part of a sign frame shall be located between two (2) feet and ten (10) feet above the established ground level within the area of a clear sight triangle for traffic, extending twenty-five (25) feet in each direction from the point at front of curb of a street intersection.
9. No sign shall be located closer than six feet laterally to a secondary power line or closer than fifteen (15) feet laterally to a primary power line.
10. No lighted sign, and no permanent sign shall be mounted or placed on or extend above the side wall or rear wall of any building, or be located in the side yard or rear yard of any lot or tract of land, when such sign faces upon and is visible from a

contiguous residential area not separated from the building, lot or tract containing the sign by a public street or alley.

11. No sign shall obstruct the visibility of an intersection, according to the Intersection Visibility requirements of the UDC.
12. No sign shall be located on private property without the consent of the owner of the premises or the persons holding the present right of possession and control.

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9.3. EXEMPTED SIGNS

1. The following types of signs are exempt from the requirement to obtain a sign permit.
 - a. Public purpose signs, including warning signs and informational signs, erected by a governmental entity.
 - b. Political campaign signs on private property.
 - c. Works of art, including murals, which do not include a commercial message.
 - d. Holiday decorations
 - e. Flags that are a symbol of government or political subdivision
 - f. Building markers
 - g. Information signs
 - h. Building addresses, except as required on freestanding signs
 - i. Barber poles
 - j. Signs on fences of properties of educational institutions for grades K-12
 - k. Signs on fences of outdoor sports fields on nonprofit community recreation property
 - l. Signs internal to a site so that they are not visible from a public right-of-way
 - m. Scoreboards in athletic stadiums
 - n. Any sign inside a building, or a window or door sign, except for a lighted window or door sign.
 - o. Historical markers mounted on the face of a building or erected on a site as a freestanding monument, when placed by a governmental entity, historical society or other civic organization to commemorate a person, event or other matter of historical interest.
 - p. Any sign erected or required to be erected by any governmental entity or public utility to give information, directions or warnings to the general public, regardless of the sign's location on public or private property.
 - q. Signs that advertise sales or "help wanted" not to exceed four (4) square feet, limited to one per street frontage.
 - r. Banners that advertise "help wanted", structures for sale or lease, space within structures for rent or lease, and retail "sales" signs. These banners shall be limited to one per category per building/lease space and banners must be kept in good repair throughout the time of their display.
 - s. Signs that provide directions to the Convention and Visitors Bureau.
 - t. Handheld signs of a non-commercial nature which do not rest on or otherwise touch the ground.
2. The following actions are also exempt from the requirement of a sign permit:
 - a. repainting or replacing letters or characters on an existing permanent sign, provided that the area of the sign is not enlarged and the height of the sign is not increased
 - b. changing the copy on a bulletin board or changeable copy sign; and
 - c. replacing the fabric or other material of an awning sign when no other change is made in the sign.

9.4. NONCONFORMING SIGNS

A. CONTINUATION IN USE

1. The lawful use of signs in existence at the time of passage of this Chapter, although such use or sign does not conform to the regulations contained herein, may be continued.
2. If the use of a nonconforming sign is discontinued for a period of ninety (90) consecutive days or more, then the sign must be removed by the responsible party without compensation and any future use of the sign must be in full compliance with this ordinance.
3. Signs displaying a commercial message that substitute that message for a non-commercial message are not subject to this section.

B. LIMITATIONS ON MODIFICATION

1. No nonconforming sign shall be enlarged in area, increased in height, moved, altered, or remodeled unless and until its construction, area, height and location are all in conformity with the ordinance.
2. A lawfully existing sign may be repainted and the letters or characters on the sign may be rearranged or replaced, however the changes cannot be made to advertise a new business.

C. REMOVAL OF DAMAGED SIGNS

1. A nonconforming sign which is damaged by any cause to the extent of fifty (50) percent or more of its value must be removed by the responsible party without compensation and within thirty (30) days of the damage.
2. A nonconforming sign damaged to the extent of fifty (50) percent or more of its value shall not be replaced or rebuilt except by a sign that is constructed and located in full conformity with this ordinance.

9.5. MEASUREMENT OF SIGN AREA

A. INDIVIDUAL SIGNS

1. The permitted area for all sign types shall be inclusive of the sign base and sign cabinet, where the sign cabinet is the structure or border used to differentiate a sign face from the structure against which a sign face is placed.
2. In no case shall the overall sign structure, including the base, exceed the maximum allowed height nor the maximum allowed sign area.
3. Where a sign consists of individual letters, words, or symbols attached to a surface, building, canopy, awning, or wall and all such elements are located in the same plane, the sign area shall be the area of the smallest rectangle which completely encompasses all such letters, words, or symbols and any accompanying background of a color different than the natural color of the wall. Where such sign includes multiple words, each word located in the same plane shall be computed separately.

B. SIGN HEIGHT

1. For signs mounted on buildings or accessory structures, sign height shall be calculated as the distance from the ground directly underneath the sign to the uppermost edge of the sign.
2. For freestanding signs, the height of a sign shall be computed as the mean distance from the base(s) of the sign at normal grade to the top of the highest attached component of the sign.
3. Normal grade shall be construed to be the lower of:
 - a. existing grade prior to construction, or
 - b. the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign.

C. SIGN AREA

1. The area of a sign face is calculated using the outer dimensions of the frame or cabinet surrounding the sign surface area.
2. For channel letter signs and dimensional projecting signs, the area of the sign is determined by calculating the area of the smallest single geometric shape (square, rectangle, circle, etc.) that can be drawn around the letters or sign elements. The individual letters and/or elements shall be calculated as a single sign space.
3. For multi-faced signs, the total sign area shall be computed by adding together the area of all sign faces visible from any one point. The sign area shall be computed by the following measurements, provided that the sign faces are part of the same sign structure.
 - a. If the sign faces have an interior angle less than 45 degrees, only one side is counted for sign area. If the sign faces have an interior angle greater than 45 degrees, both sign faces count toward maximum sign area.
 - b. For 3-dimensional signs with 3 faces, the three sides are summed, then divided by 2.
 - c. For 3-dimensional signs with 4 faces, all four sign sides are added and divided by 4 to determine sign area.
 - d. Spherical and irregularly shaped 3-dimensional signs are treated as 3-dimensional signs with 4 faces, where a rectangular prism is used to calculate face area, so that the shape is completely contained within the prism.

4. MEASURING FRONTAGE

a. Building frontage

The building frontage is measured as the horizontal distance along a building that fronts a public right of way, which extends from one edge of the building wall to the other edge of the building wall.

b. Street frontage

Street frontage is measured as the horizontal distance along a public right of way line, which extends from one edge of the property to the other edge of the property.

5. TRANSFERRING SIGN AREA PROHIBITED

a. Transfer of sign area from one frontage to another is prohibited.

9.6. GENERAL SIGN STANDARDS

A. SIGN TYPES ESTABLISHED

1. Sign types are hereby established for the City of Boerne, in accordance with this Chapter and with the definitions provided in this Unified Development Code.
2. Sign standards for overlay districts shall supersede the general sign standards.
3. Sign types are defined in the glossary of the Unified Development Code.
4. There is a pictorial glossary of sign types in the Appendix of the UDC.

B. OFF-PREMISE SIGNS PROHIBITED

Commercial off-premise signs, including billboards, are prohibited within the corporate limits and the extra-territorial jurisdiction of the City, unless specifically allowed by this Chapter.

C. FREESTANDING SIGNS

1. No portion of a freestanding sign shall extend beyond the property line, unless otherwise permitted by this Chapter or by a master sign agreement.
2. No sign shall occupy an area designated for parking, loading, walkways, driveways, fire lanes, easements, or other areas required to remain unobstructed.
3. Number of signs allowed
 - a. One freestanding sign is allowed per property for every 400 feet of frontage.
 - b. For properties with frontage less than 400 feet, one freestanding sign shall be allowed.
 - c. For corner properties where either of the two adjoining frontages is less than 400 feet, a freestanding sign shall only be allowed on one frontage.
 - d. One multi-tenant, freestanding sign shall be allowed per frontage.
4. Separation
 - a. There shall be at least 200 feet of separation between freestanding signs on the same site.
 - b. There shall be at least 40 feet of separation between freestanding signs on adjacent sites which are on the same side of the street.
 - c. Freestanding signs shall be set back from intersections so as to preserve intersection visibility, in accordance with the intersection visibility requirements of the UDC.
5. Landscaping
 - a. Plants in a landscaped area shall be maintained in a healthy condition, and the responsible party shall keep the area free of weeds, trash and debris.
 - b. Landscaping shall not encroach sign face at any time. Plants installed beneath the sign face shall have a height at maturity that is lower than the lowest edge of the sign face. Plants installed to the side of the sign shall be planted at a distance from the sign face of at least 3/4 of the width of the plant at maturity.
6. Materials for Support Structures and Decorative Elements
 - a. Materials for cladding, pylons, sign enclosures, the sign base and other sign features shall match materials used for other site design elements, such as fences, walls, landscape features and/or building facades, in order to maintain continuity of design within the site.

- b. Any wood that is used on freestanding signs shall be knot-free heartwood, such as cedar, mahogany, maple, walnut or oak.
- c. Caps are encouraged on monument and pylon signs.
- d. For larger projects with multiple freestanding signs, materials and design shall be consistent among all freestanding signs on the site.

7. Sign Faces

- a. Except for multi-tenant signs, the letters on the sign face shall be lighter in color than the background. White sign faces are not allowed.
- b. For multi-tenant signs with multiple sign cabinets or panels, lighter backgrounds with darker letters may be allowed for individual sign faces, provided that the majority of the individual sign faces have a dark background with light letters.
- c. Sign panels shall have a non-reflective finish, and backgrounds shall be opaque.

8. Standards by Sign Type for Freestanding Signs

See the table entitled “General Standards for Freestanding Signs” for standards for each freestanding sign type.

D. BUILDING-MOUNTED SIGNS

1. Total sign area allowed for a building

- a. Total sign area for a building wall shall equal the sum of square footage of sign area for every building-mounted sign on a building wall.
- b. 1.25 square feet of building-mounted sign area is allowed per linear foot of tenant space for each building wall facing a public street or a public space;
- c. For tenant spaces with a total frontage of 50 feet or less on a public street or public space, the maximum sign area is 25 square feet.
- d. For corner lots, store frontage is calculated separately for each building wall facing a public right of way.
- e. Businesses without freestanding signs may receive an increase in maximum square footage of allowed building-mounted signage as a provision of a master sign agreement.
- f. Allowable wall sign area shall not be transferred between tenants or between buildings.

2. Encroachment

- a. Building-mounted signs may encroach a public sidewalk or a publicly accessible pedestrian area, provided they maintain the required minimum vertical clearance of 8 feet.
- b. Building-mounted signs shall not encroach any vehicular travel lane, bike lane or parking area.

3. Placement

- a. A minimum distance of 20 feet shall be maintained between all signs that project from a building wall, including blade signs and dimensional projecting signs.
- b. A minimum distance of 20 feet shall be maintained between all hanging signs that project from a building wall. Hanging signs shall be centered at the same distance from the building wall.
- c. Signs mounted to the wall of a building shall be securely mounted to and supported by the wall throughout the length and width of the sign.
- d. Signs that project from a building shall be mounted perpendicular to the building wall on solid rods. They shall be reinforced adequately to avoid movement in wind and inclement weather.

4. Vertical Clearance

Any sign which projects from a building wall shall maintain a vertical clearance of at least 8 feet, as measured from the ground underneath the sign to the lowest edge of the sign structure.

5. Multi-Tenant Buildings

- a. Signage for individual tenants shall only be on the building walls of the first and second floor of the building.
- b. Signage for individual tenants shall only be located on a wall adjoining the occupied space of that tenant.

6. Standards by Sign Type for Building-Mounted Signs

See the table entitled “General Standards for Building-Mounted Signs” for standards for these signs.

E. SIGNS MOUNTED ON ACCESSORY STRUCTURES

1. Signs placed on accessory structures include the following sign types:

- a. Fascia signs on a detached canopy
- b. Spanner and spandrel signs on a detached canopy
- c. Entry feature signs
- d. Perimeter wall signs

- 2. Signs placed on accessory structures shall not encroach the public right of way.
- 3. Signs placed on accessory structures shall not obstruct intersection visibility, in accordance with the intersection visibility requirements of the UDC.
- 4. Standards by Sign Type for Signs Mounted on Accessory Structures

See the table entitled “General Standards for Signs Mounted on Accessory Structures” for standards these signs.

5.

F. TEMPORARY SIGNS

1. If a temporary sign requires a sign permit, the permit shall be based on length of time for intended use and on compliance with the standards of this Chapter. Temporary signs requiring a permit include:
 - a. Portable signs
 - b. Inflatable Signs
 - c. Signs mounted on movable objects
 - d. Banner signs exceeding a width of 8 feet or a length of 3 feet
2. All temporary signs shall be registered with Code Compliance, except for the following sign types, which do not require registration:
 - a. Temporary event signs on residential properties
 - b. Yard signs on residential properties
 - c. Real estate signs on residential or nonresidential properties
3. Sidewalk Signs
 - a. There shall be at least 20 feet of separation between sidewalk signs.
 - b. Only one sidewalk sign is permitted per establishment. Where multiple establishments share the same entrance from the public right of way, only one sidewalk sign shall be allowed for the entrance.
 - c. A sidewalk sign may be erected during business hours only
 - d. Sidewalk signs shall be allowed to encroach the public right of way, provided that an unobstructed pedestrian pathway of at least 3 feet is maintained.
 - e. Sidewalk signs shall be set back from the edge of curb by at least 2 feet.
 - f. Sidewalk signs shall be set back at least 20 feet from the cross-street of an intersection.
 - g. Sidewalk signs are limited to a maximum width of two (2) feet and a height of 4 feet.
4. Banners
 - a. Banners shall be securely attached to a building or other permanent structure and they must be kept in good repair throughout the time of their display.
 - b. Banners shall not be erected for more than thirty (30) days in succession; the responsible party must remove them within no more than three (3) days after the permit has expired.
 - c. Banners shall not be placed on any site more than five (5) times within a calendar year, with a minimum of twenty (20) days in between permits.
 - d. Banners whose sole purpose is to advertise a product rather than an event, or an establishment, are prohibited.
 - e. Banners may only be attached to on-site lighting or decorative poles if they are vertically oriented and attached by banner arms that are mounted onto the pole.
 - f. No more than two banners may be attached to a on-site lighting or decorative pole, and they must be placed in an opposing position, in a left-right orientation.
 - g. Banners that do not exceed a length of 3 feet or a width of 8 feet shall not require a sign permit.
 - h. Banners exceeding a length of 3 feet or a width of 8 feet shall require a sign permit.
5. Temporary Flag Sign
 - a. Temporary flag signs shall not exceed a length of 2 feet or a width of 5 feet.

- b. Temporary flag signs are not permitted to exceed a height of 14 feet.
 - c. Temporary flag signs shall not be erected for more than thirty (30) days in succession; the responsible party must remove them within no more than three (3) days after the permit has expired.
 - d. Temporary flag signs shall not be placed on any site more than five (5) times within a calendar year, with a minimum of twenty (20) days in between permits.
6. Temporary Post and Panel Signs
- a. Temporary post and panel signs may be placed only upon the premises to which they refer, and only one such sign shall be permitted per yard space for each street fronting the lot or tract.
 - b. The area of a temporary post and panel sign shall not exceed six square feet in a residential area and shall not exceed thirty-two (32) square feet in a nonresidential area.
 - c. The size of a temporary post and panel sign on properties that have frontage on Interstate IH-10 or Highway 46 shall not exceed three hundred (300) square feet and fifteen (15) feet in height.
7. Temporary Event Signs on Residential Properties
- a. An on-site event sign shall not exceed an area of three (3) square feet at a residence.
 - b. Temporary event signs shall not be placed more than one (1) day prior to the event with which they are associated.
 - c. The responsible party shall remove a temporary event sign within one (1) day after the conclusion of the event.
8. Temporary Event Signs on Nonresidential Properties
- a. An on-site event sign shall not exceed an area of thirty-two (32) square feet at any other location.
 - b. Temporary event signs shall not be placed more than fourteen (14) days prior to the event with which they are associated.
 - c. The responsible party shall remove a temporary event sign within one (1) day after the conclusion of the event.
9. Portable Signs
- a. Portable signs shall require a sign permit.
 - b. Portable signs shall not be used for commercial messages.
 - c. Portable signs shall not be illuminated, either by internal or external means, and shall not exceed an area of thirty-two (32) square feet.
 - d. Portable signs that are not owned, operated and maintained by the City or County shall not be located in the public right of way.
 - e. Portable signs shall not be erected more than fourteen (14) days prior to the event and all such signs must be removed by the responsible party not more than three (3) days after the event.
10. Aerial Sign Elements
- a. Aerial signs shall include flags, balloons, inflatables and blimps.
 - b. Aerial signs elements shall require a sign permit.
 - c. At any one time, only two aerial sign elements may be used on a site.
 - d. Aerial sign elements shall be erected for no more than 7 days in succession.

- e. Aerial signs shall not be placed on any site more than 5 times in a calendar year, regardless of type of aerial sign, with a minimum of 20 days between each permit.
- f. Aerial signs shall be fully secured to and completely located within the boundaries of the site for which the permit was obtained. They shall not in any way encroach any public right of way or any adjoining property.
- g. Balloons, inflatables and blimps shall be removed if they are deflated.

11. Signs on movable objects

- a. Signs on movable objects shall require a sign permit.
- b. Signs on movable objects shall not be illuminated, either by internal or external means, and shall not exceed an area of thirty-two (32) square feet.
- c. Signs on movable objects that are not owned, operated and maintained by the City or County shall not be located in the public right of way.
- d. Signs on movable objects shall not be present on a site for more than 3 consecutive days.
- e. Signs on movable objects shall not be placed on any site more than 5 times within a calendar year, with a minimum of 20 days in between permits.

12. Political Signs

- a. Requirements for political signs are intended to conform to section 216.903 of the Local Government Code.
- b. A political sign shall not exceed 36 square feet in area.
- c. The maximum sign height of a political sign is 8 feet.
- d. Political signs shall have no movable elements.
- e. A political sign shall not be illuminated.
- f. A political sign may be placed on private real property with the consent of the property owner. Private real property does not include real property subject to an easement or other encumbrance that allows the City to use the property for a public purpose.
- g. A political sign shall not be placed on public property, except at a polling station on election day, or during early voting.
- h. A political sign may not be placed in a public right of way.
- i. All political signs relating to an election or referendum shall be removed no later than 10 days after the election or referendum to which the sign applies.

G. DIRECTIONAL AND PUBLIC SERVICE SIGNS

1. Directional Signs

- a. A directional sign shall not contain any commercial message except the name, logo or other symbolic identification of the establishment to which the sign is secondary.
- b. The area of a directional sign shall not exceed six (6) square feet.

2. Public Service Signs

- a. A public service sign shall be placed only in a non-residential area and only on the same lot or tract of land as the establishment sponsoring the sign.
- b. The area of a public service sign shall not exceed thirty-two (32) square feet, regardless of whether the public service sign is a separate sign or integrated as a component of another sign.

H. MISCELLANEOUS SIGNS

1. The American Flag and the Texas Flag

- a. The flag of the United States of America and flags of other nations, states, and governments, where allowed, shall be displayed in accordance with the protocol set forth in United States Code, Title 36, Chapter 10, Patriotic Customs, the pertinent portions of which are contained in the book Our Flag, published by the Joint Committee on Printing, United States Congress.
- b. The Texas flag shall be displayed in accordance with Chapter 3100 of the Texas Government Code.

2. Flags, Generally

- a. Three flags are allowed per location, with a combined square footage not to exceed that which is allowed for a pole sign.
- b. Governmental flags are permitted in all zoning districts provided that they meet the following requirements.
 - i. When a flagpole is located on the top of a roof, the placement and attachment of the pole shall meet the building code for wind and structural loading requirements. The plan design criteria shall provide the proposed location, attachment method to the structure and wind load resistance. A building permit shall be required for this type of installation.
 - ii. Ground-mounted flagpoles shall not exceed 38 feet for nonresidential properties, unless otherwise indicated for an overlay district.
 - iii. Ground-mounted flagpoles for residential properties within the corporate limits of the City shall not exceed 20 feet or the roof height of the residence.

I. SIGN ILLUMINATION

1. External Illumination of Signs

- a. Sign illumination shall conform to the lighting requirements of the City.
- b. No sign may be illuminated with fixtures that allow for the unshielded upward transmission of light.
- c. No bare bulbs shall be used.
- d. An establishment shall only have one lighted window or door sign per store front, not to exceed three (3) square feet. These signs shall be turned off when the establishment is not open for business.
- e. Projected light sources
 - i. Down-lighting may be an indirect spotlight or a gooseneck down light. External downlighting fixtures shall not cast light or glare in any direction other than the elements of the sign and shall provide even illumination to the sign face.
 - ii. Down-lighting is allowed for all permanent sign types except:
 - (a) Decorative post and panel signs
 - (b) Attached canopy signs
 - (c) Awning signs
 - (d) Wall signs
 - (e) Marquee signs
 - (f) Hanging signs
 - (g) Dimensional Projecting Signs
 - (h) Roof signs

- iii. Ground-mounted external flood lighting, also referred to as “up-lighting,” shall be shielded and properly placed, and shall be directed so as to avoid light trespass beyond the edge of the sign structure being lit.
- iv. Up-lighting is only allowed for:
 - (a) monument signs
 - (b) decorative post and panel signs
 - (c) entry feature signs
 - (d) perimeter wall signs

f. Temporary signs shall not be illuminated.

2. Internally Illuminated Signs

Standards for signs with internal illumination are as follows:

a. Signs with Tube Lighting

- i. Tube lighting may include either neon or LED tube lighting.
- ii. Tube lighting may be used for backlighting or for the interior lighting of a sign box or canopy, provided the lighting tube is not exposed.

b. Internally Illuminated Sign Cabinets

- i. Cabinet signs with internal illumination shall be constructed with an opaque background and translucent letters and symbols, or with a colored background and lighter letters and symbols.
- ii. Light backgrounds with darker letters and symbols shall only be allowed for a sign cabinet that is less than 6 square feet in size and placed so that the illuminated sign cabinet is no more than 4 feet above the point at which sign height is measured.
- iii. No internally illuminated sign cabinet may flash, blink or emit a varying intensity of light or color, or make or emit any sound, smoke or vapor.

c. Halo Lit Signs

- i. Halo lit signs shall be mounted on to a flat wall, or a flat panel.
- ii. Due to their brightness, halo lit signs shall only be allowed in specified overlay districts where bright night lights are appropriate.

d. Electronic Changeable Copy Boards

- i. Only one electronic changeable copy board is allowed per lot or development site.
- ii. Maximum sign area for electronic changeable copy boards
 - (a) For marquee signs:
 - (i) electronic changeable copy boards shall not exceed 80% of the total area of the fascia of the horizontal element of the marquee sign.
 - (ii) electronic changeable copy boards that are mounted onto a marquee sign shall not exceed a height of 14 feet.

(iii) Electronic changeable copy board messages shall be static. Messages shall not change more than once in a 24-hour period.

(b) For monument signs

For monument signs, the area of an electronic changeable copy board shall not exceed 8 feet.

(c) For all other sign types, the electronic changeable copy board shall not exceed 25% of the allowable sign area.

e. Digital Signs

i. Digital signs shall be located at least 250 feet from a residential property, unless the sign is completely shielded from the residential property by a building or another structure. The digital component of the sign shall not be visible from any point on the residential property.

ii. There shall be at least 250 feet of separation between digital signs and any of the following:

(a) a sign with an electronic changeable copy board

(b) a video display

(c) another digital sign

iii. Digital signs shall be oriented away from residential uses.

iv. Digital signs shall be static. The frequency of message changes shall be no less than 10 minutes.

v. No transitional effects shall be used between messages

vi. Signs shall be factory certified to not exceed a maximum illumination of _____ during daylight hours and _____ from dusk until dawn.

vii. Digital signs shall be equipped with an automatic dimmer device to reduce nighttime wattage as required.

viii. Digital signs shall have a default design or image that will freeze in one position if a malfunction occurs. If the illumination ceases to function properly, the sign's illumination shall be turned off until the sign is repaired.

ix. Digital signs shall not flash, scroll, or incorporate full-motion video.

x. Audio and pyrotechnic elements are prohibited.

3. Video Displays

a. Video displays are only allowed as a component of:

i. A kiosk servicing pedestrians, adjoining a sidewalk, provided the digital display is no larger than 4 square feet; or

ii. a sign oriented toward the interior of a property; or

iii. as indicated for certain Overlay Districts.

b. Video displays shall be factory certified to not exceed a maximum illumination of _____ during daylight hours and _____ from dusk until dawn, and shall be equipped with an automatic dimmer device to reduce nighttime wattage as required.

c. Digital signs shall have a default design or image that will freeze in one position if a malfunction occurs. If the illumination ceases to function properly, the sign's illumination shall be turned off until the sign is repaired.

9.7. ADDITIONAL SIGN STANDARDS FOR OVERLAY DISTRICTS

To ensure that sign design, construction and maintenance is in keeping with the community context of a property, additional sign requirements are established for the Overlay Districts established through the zoning chapter of the Unified Development Code.

See Table 9.7 Standards for Overlay Districts

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9.8. SIGN PROCEDURES (ADD TO CHAPTER 2)

A. SIGN PERMIT

1. Permit and Fee Required

Except as provided in this Section, no person shall erect, install, place, alter, repair or relocate any sign without first obtaining a sign permit from the City Manager. Each application for a sign permit must be accompanied by the appropriate fee established by City Council and by the submittal requirements indicated on the application. Upon receipt of a completed application accompanied by the requisite fee(s), the City Manager shall approve or deny said permit within 30 days of receipt.

2. Sign Permits Requiring a Certificate of Appropriateness

- a. The procedure for obtaining a Certificate of Appropriateness shall apply for any sign located in one of the following overlay districts:
 - i. Hill Country Mile
 - ii. River Road Overlay District
 - iii. Downtown Community Overlay District
 - iv. Old San Antonio Road Overlay District
- b. If required, the Certificate of Appropriateness shall be included in the sign permit application.

3. Expiration of Certain Permits

A sign permit for any sign whose use is limited to a time period specified by this ordinance, or whose removal is required at a certain time by this ordinance, must be for a specified term which shall not exceed the time limit established by this ordinance.

4. Enforcement

After a sign permit has been issued by the City Manager, it shall be unlawful to change, modify, alter or otherwise deviate from the terms and conditions of the permit without prior approval by the City Manager. Whenever the City Manager has evidence of a sign that after the effective date of this ordinance was erected, constructed, altered, repaired or relocated in violation hereof, the City Manager shall require the party responsible for such sign to remove it. If the responsible party fails to remove the sign within seventy-two (72) hours after being notified to do so, or if it appears to the City Manager that the illegal sign placement poses an immediate danger to the public, then such sign may be removed by the City and the City's actual cost of removal shall be charged to the responsible party. Any sign so removed shall be impounded and shall not be returned to the party responsible until all applicable charges are paid. If any sign remains unclaimed for a period of more than thirty (30) days, the City may destroy, sell, or otherwise dispose of the sign.

B. SIGN VARIANCE

1. Application and Fee Required

- a. Any person, business or other organization desiring to use, locate, construct or otherwise place any sign which does not conform to the provisions of this ordinance may make application to the City Council for a variance to the requirements of this Chapter. The application shall be filed with the City Manager, accompanied by the appropriate fee established by City Council and by the submittal requirements indicated on the application.

2. Completeness Review

- a. An application for a sign variance shall be deemed complete if it meets the following criteria:
 - i. Fees have been paid
 - ii. Application form is complete
 - iii. All submittal requirements have been included

3. Variances for Signs Requiring a Certificate of Appropriateness

- a. A Certificate of Appropriateness shall be required for any sign located in one of the following overlay districts:
 - i. Hill Country Mile
 - ii. River Road Overlay District
 - iii. Downtown Community Overlay District
 - iv. Old San Antonio Road Overlay District
- b. The Landmark Commission shall hear and make a recommendation to the Board of Adjustment regarding variances for signs requiring a Certificate of Appropriateness.
- c. Unless appealed, the determinations of the landmark commission on certificates of appropriateness are final.

4. Decision by City Council

- a. The Board of Adjustment shall hear and render decisions on all variance applications for signs.
- b. Upon receipt of a complete application the City Council shall approve or deny the variance within thirty (30) days of receipt thereof. Council shall follow the Criteria for Granting a Variance, provided in this Section.

5. Criteria for Granting a Variance

- a. The City Council may impose such conditions or requirements in a variance as are necessary, in the City Council's judgment, to protect the overall character of the community and to achieve the fundamental purposes of this ordinance.
- b. The City Council shall grant the variance only when the Council determines that:
 - i. Literal enforcement of the regulations in this Chapter will create an unnecessary hardship or practical difficulty in the development of the affected property;
 - ii. The situation causing the hardship or difficulty is unique to the affected property;

- iii. The situation or hardship is not self- imposed;
- iv. The relief sought will not injure the existing or permitted use of any adjacent conforming property; and
- v. The granting of a variance will be in harmony with the purpose and intent of this Chapter.

6. Expiration of a Sign Variance

- a. If a variance is granted and the sign so authorized is not under construction within 180 days of the date of approval of the variance, the variance shall lapse and become of no force or effect.
- b. If a sign variance expires, a new application shall be required.
- c. The Planning Director may grant a one-time extension of the variance, for a period not to exceed 180 days, upon written request of the applicant, prior to the original expiration date.

C. MASTER SIGN AGREEMENTS

1. Intent

Master sign agreements are intended to:

- a. minimize visual clutter;
- b. assist with wayfinding;
- c. foster an organized and appealing streetscape in the City;
- d. improve public spaces within key corridors and centers of the City;
- e. grant multi-tenant and multi-lot projects a degree of flexibility in terms of sign placement and design, while still maintaining an aesthetic that is consistent with the project's location; and
- f. Provide for an efficient and prompt alternative for sign plan approval.

2. Applicability

Projects that meet the size and locational criteria are eligible to enter into a master sign agreement.

a. Location

Projects must have street frontage within the following overlay districts to be eligible to enter a Master Sign Agreement:

- i. Interstate Corridor
- ii. Regional Centers
- iii. Entrance Corridors
- iv. Community Corridors
- v. Hill Country Mile
- vi. River Road Corridor
- vii. Old San Antonio Road Corridor

b. Size

Project size requirements for a Master Sign Agreement are as follows:

- i. Multi-tenant, nonresidential projects with a project area over 50,000 square feet;
- ii. Mixed-use developments over 50,000 square feet; or
- iii. Single tenant, nonresidential projects with a project area over 80,000 square feet.

3. Sign Plan Required

- a. A sign plan covering the entire area included in the unified sign agreement shall be submitted to the Planning Director for approval.
- b. The sign plan shall contain the following information:
 - i. The location, size, and height of all existing and proposed signs;
 - ii. Description of development within the area of the unified sign agreement demonstrating the attributes of a unified commercial or industrial development; and
 - iii. Demonstrated compliance with the Criteria for Approval, particularly the overall reduction in sign clutter by a reduction of 50% in the number of detached signs.

- c. A copy of the sign plan shall be attached to the unified sign agreement and may be amended only with the approval of the Planning Director.
- 4. Criteria for Approval
 - a. The Planning Director may administratively approve a unified sign agreement, provided that:
 - i. All areas to be combined in the unified sign agreement must be part of a clearly defined unified commercial or industrial development constructed as a single destination point for customers and visitors. Attributes of a unified commercial or industrial development include:
 - (a) Common name identification to the public;
 - (b) Shared parking provided throughout the development;
 - (c) Sign structures utilized for shared signage, including identification of the common name of the development;
 - (d) Physical layout of the development resulting in a cohesive development; and
 - (e) The area should not be the combination of disparate premises joined solely for the purpose of initiating a unified sign agreement.
 - ii. The signage proposed pursuant to a unified sign agreement must demonstrate an overall reduction in sign clutter as evidenced by a reduction of 50% in the number of signs that would be allowed in the absence of a unified sign agreement.
 - iii. For multi-tenant properties, no more than 50% of the advertised message area may be used by one tenant.
 - iv. A property can be subject to only one unified sign agreement.
 - b. The procedures associated with Master Sign Agreements are found in Chapter 2: Procedures of the Unified Development Code.
- 5. Increases to Sign Space Under the Master Sign Program
 - a. Freestanding Signs
 - i. When the number of signs proposed is 50% less than the number of signs allowed, freestanding signs shall be granted the following increases:
 - (a) For pylon signs, the maximum sign area is increased by 20% and the maximum sign height is increased by 20%
 - (b) For monument signs, the maximum sign area is increased by 10%, the maximum sign width is increased by 10%.
 - ii. Pole signs and decorative post and panel signs are not eligible for increased sign space or sign height. This bonus is only available for monument signs and pylon signs.
 - b. Building-Mounted Signs
 - i. Maximum total sign area per building wall does not change.
 - ii. Maximum sign area for individual signs is increased by 20% per sign, according to sign type, for the following:
 - (a) marquee signs;

- (b) dimensional projecting signs; and
- (c) roof signs

c. Signs on Accessory Structures

- i. Signs on entry features: Maximum sign area is increased by 20%.
- ii. Perimeter wall signs: Maximum sign area is increased by 10%.
- iii. Signs on Detached Canopies: Signs on detached canopies are not eligible for increased sign space or sign height.

6. Sign Materials and Design Uniformity

All signs shall be constructed of materials so as to maintain a consistent architectural theme throughout the project area. They shall incorporate materials that are coordinated with other design features of the project area.

9.9. PICTORIAL GLOSSARY OF SIGN TYPES (APPENDIX A.3)

see PDF document with definitions + pictures

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9.10. SIGN DEFINITIONS (ADD TO APPENDIX A.1)

A. DEFINITIONS TO BE INCLUDED IN THE MASTER GLOSSARY OF THE UDC:

1. **Attached sign:** A sign that is fastened, attached, connected or supported in whole or in part by a building or building component.
2. **Auxiliary Sign:** A sign of any construction, not exceeding one square foot in area, which is not part of another sign, and which is customarily secondary and incidental to the principal use of any non-residential premises, or which is customarily secondary and incidental to a residence.
3. **Awning:** A lightweight frame with a covering, wholly supported by the building to which it is attached, which projects from the face of a building.
4. **Awning Sign:** A sign painted on or attached to the outside of an awning such as is typically extended in front of a window or door or over a patio, deck or walkway as a protection from the sun or rain, regardless of whether the structure is retractable.
5. **Banner:** A flexible sign intended to be hung or mounted either with or without frames, made of paper, plastic, fabric or any other flexible material, and which is used by its colors, characters, lettering, illustration or ornamentation to call attention to an establishment on the site or to a community, civic or other event either on or off the site. Flags are distinguished from banners for the purposes of this ordinance.
6. **Blade Sign:** A building-mounted sign with sign faces which are perpendicular to the wall of the building. Also known as Projecting Signs.
7. **Canopy:** A permanent structure of rigid construction with a covering, which provides a covering beyond the building wall. It may either be detached or attached.
8. **Canopy, attached:** An attached canopy is partially supported by the building to which it is attached, but is also supported by suspended wires or by posts, columns or pillars.
9. **Canopy, detached:** A detached canopy is a canopy that is structurally independent of a building.
10. **Canopy Sign:** A sign that is part of or attached to either an attached or a detached canopy structure.
11. **Manual Changeable Copy Sign:** A sign where individual letters or numbers are mounted on or in a track system.
12. **Electronic Changeable Copy Sign:** A sign that uses computer-generated words, numbers or symbols that can change.
13. **Freestanding Sign:** A sign that is not attached to a building or building component, and that is supported permanently upon the ground by poles, braces, or a structure other than a building or building component.
14. **Digital Sign:**
15. **Directional Sign:** A directional sign is a sign which is separate from other signs, incidental and secondary to the principal use of the land on which it is located, and whose primary purpose is to give directions such as to parking lots, exits, entrances, drive-through windows, or directives such as "No Parking."
16. **Electronic Message Display:** A sign capable of displaying words, symbols, figures or images, which can be electronically or mechanically changed by remote or automatic means.
17. **Feather Flag Sign:** A temporary sign made of fabric, whose side and top are fully attached to a mounting arm or post.
18. **Flag Sign:** A sign that is attached to a permanent post or pole using a system of rope or wire, which enables the flag to be raised and lowered.
19. **Ground Sign:** See Monument Sign.
20. **Hanging Sign:** A sign that is attached to the underside of an awning or canopy.
21. **Incidental Sign:** A small sign, emblem or decal informing the public of goods, facilities or services available on the premises, including hours of operation and whether the establishment is open or closed.
22. **Marquee:** A permanent, roofed structure that is fully supported by a building.

23. **Marquee Sign:** A sign that is fully integrated with the building to which it is attached, with no added support elements.
24. **Monument Sign:** A monument sign is a freestanding sign that is supported by a base structure, with structural enclosure on at least one other side. Also known as Ground Signs.
25. **Moving Picture Sign:** A sign capable of displaying words, symbols, figures, images, animated graphics and video, which can be electronically or mechanically changed by remote or automatic means.
26. **Multi-tenant Sign:** A sign with sign cabinets or faces representing more than one tenant.
27. **Nonconforming Sign:** A sign in lawful existence at the time this Chapter became effective, which does not conform to all standards and regulations prescribed herein.
28. **Parapet Sign:** A sign that is mounted to a building's parapet, which is a wall or railing that runs along the edge of the roof.
29. **Perimeter Wall Sign:** A perimeter wall sign is a sign that is mounted on, embedded in or permanently affixed to a structural wall that is not a building wall.
30. **Pole Sign:** A freestanding sign that is permanently supported by poles, pillars or beams that are not clad or enclosed.
31. **Portable Sign:** Any sign which is not permanently attached to the ground or to a permanent structure or a sign designed to be transported, whether on attached wheels or otherwise, is a portable sign.
32. **Post and Panel Sign:** A post and panel sign is a freestanding sign that is supported by decorative posts, with no structural enclosure of the sign face or sign panels.
33. **Projecting Sign:** See Blade Sign.
34. **Real Estate Sign:**
35. **Roof Sign:** Any sign that is mounted upon, against or over the roof of a building, excluding projecting signs.
36. **Sandwich Board Sign:** A sign consisting of two faces connected and hinged at the top. Also known as A-frame signs.
37. **Sidewalk Sign:** A sign, regardless of its construction, which is designed to be placed on the ground or sidewalk adjacent to an establishment in order to advertise or call attention to the goods or services offered at that establishment.
38. **Sign:** The word "sign" means and includes every advertising message, announcement, declaration, demonstration, display, illustration, insignia, surface or space erected or maintained in view of the observer thereof, for identification, advertisement or promotion of the interests of any person, entity, product or service. The definition of sign shall also include the sign structure, supports, lighting system and any attachments, ornaments or other features used to draw the attention of observers. This definition does not include any flag, badge or ensign of any government or governmental agency erected for and used to identify said government or governmental agency.
39. **Sign Area:** The area of a sign that is used for display purposes, excluding the minimum frame and supports.
40. **Sign Cabinet:** A three-dimensional sign structure comprised of a frame and face or faces. A sign cabinet may or may not be internally illuminated.
41. **Sign Face:** The surface of the sign that contains sign copy, excluding decorative borders, supports or trim.
42. **Temporary Sign:** An on-site, detached sign, with or without frames, which is not permanently mounted, which is to be displayed out of doors for a short period of time.
43. **Wall Sign:** A sign that is attached to or painted on the exterior wall or fascia of a building, or installed on a false or mansard roof, so that the sign face is parallel to the building wall.
44. **Window sign:** A sign that is applied, painted or affixed to a window or glass panel of a door, or located within three feet of a window inside of a building, and oriented to be read from outside the building.

9.6.D. GENERAL STANDARDS FOR BUILDING-MOUNTED SIGNS

	Wall	Window Signs	Roof Sign	Dimensional Projecting Sign
Max. Sign Height	cannot extend above parapet, soffit, eave line or roof line		4 feet above parapet or roof line, not to exceed max building height for	20 feet; shall not extend beyond eave line
Max Total Sign Area per Wall	Greater of: 10% of total wall area or 1.25 sf sign area per ft of total wall width; pick which controls	30% of total window area of a wall can be covered in signs; this includes temporary and	10% of total sf of wall to which it's attached	
Max Sign Area per Sign	n/a	n/a	n/a	24 sf
Max Sign Area per Building	n/a	n/a	roof signs only allowed on 1 wall	24 sf
Max Total Sign Area: Corner Signs	n/a	same as other walls	n/a	counts toward total sign area for each attached wall
Min. Vertical Clearance	n/a	n/a	n/a	8 feet
Max projection from wall	8 inches, including mounting structure	n/a	n/a	3 feet, including mounting structure
Max # of Signs per Wall	1 per tenant if multi-tenant building	n/a	n/a	1
Max # of Signs per Building	n/a	n/a	1	n/a
Max Sign Width	60% total wall width or 60% of tenant space, whichever is less	n/a	60% width of establishment (or building if single tenant)	3ft
Max Sign Width, Corner Signs	n/a	same as other walls	60% width of shortest wall joined at corner	3 ft
Sign Placement	centered along building wall or space between façade elements; can't cover architectural features (windows, ornamentation, etc) or extend beyond wall edges (any direction); line up between tenants	first floor windows only; includes signage placed within 3 feet of window and oriented so as to be read from outside of the building	Entirely above a flat roof, cantilever or false roof; cannot be visible from single family or townhouse residences	not allowed above a building entrance, unless above canopy, awning or marquee; can't encroach a window, another sign, or an architectural feature of a building
Sign Elements		transparent message background; max 30% surface area of window can be blocked by sign content	Building ID only (building names, not tenant names); sign boxes/ cabinets not permitted; minimize visibility of	
Max Sign Height				
Internal Illumination	yes	no	yes	yes
External Illumination	downlighting only	yes	no	no

9.6.D. GENERAL STANDARDS FOR BUILDING-MOUNTED SIGNS

	Attached Canopy	Awning	Marquee	Hanging Signs	Blade
Max. Sign Height	20 ft or building roofline, whichever is lower	14 ft	4 ft above the roof line to which the sign is attached	first-floor-uses-only	20 feet; shall not extend beyond eave line
Max Total Sign Area per Wall				n/a	
Max Sign Area per Sign	n/a	n/a	n/a	n/a	12 sf
Max Sign Area per Building	n/a	n/a	n/a	n/a	n/a
Max Total Sign Area: Corner Signs	total sign area can't exceed maximum sign area for shortest attached wall, and counts toward total sign area for each attached		total sign area can't exceed maximum sign area for shortest attached wall, and counts toward total sign area for each attached	n/a	12 sf
Min. Vertical Clearance	10 ft building entry clearance; 8 ft pedestrian clearance; 14 ft driveway clearance	n/a	10 feet	10 feet or 2 feet below the lowest edge of the awning, whichever is the greater distance	8 feet
Max projection from wall	n/a	n/a	n/a	n/a	4 feet, including mounting structure
Max # of Signs per Wall	n/a	n/a	n/a	1 per entrance	1
Max # of Signs per Building	n/a	n/a	1	n/a	n/a
Max Sign Width	60% canopy width or 60% width of the tenant space for multi-tenant buildings	60% awning width or 60% of the width of the tenant space for multi-tenant buildings	60% total wall width	horizontal: 60% width of the structure to which it is attached. Perpendicular: 60% depth of the structure to which it is attached	3 ft
Max Sign Width, Corner Signs	60% of the width of the shorter of the attached walls	60% of the width of the shorter of the attached walls	60% of the width of the shorter of the attached walls	60% of the width of the framework/ structure to which the	3 ft
Sign Placement	mounted to top or underside of canopy is permitted; first floor canopies only	first floor awnings only; maintain at least 2 in. between sign area and any edge of the awning	centered above primary entrance to building	min. 10 feet between contiguous hanging signs	not allowed above a building entrance, unless above canopy, awning or marquee; can't encroach a window, another sign, or an architectural feature of a
Sign Elements	sign boxes and sign cabinets not permitted	sign boxes and sign cabinets not permitted	manual/electronic changeable copy permitted within horizontal sign face; sign boxes/cabinets not	sign boxes and sign cabinets not permitted	
Max Sign Height		14 ft			
Internal Illumination	yes	no	yes	no	yes
External Illumination	yes	no	no	no	yes

9.6.D. GENERAL STANDARDS FOR BUILDING-MOUNTED SIGNS

	Total Value for all Building-Mounted Signs
Max. Sign Height	n/a
Max Total Sign Area per Wall	1.5 sf per linear foot of wall width, or 25 sf if wall is no more than 50 ft wide; includes sf all signs mounted on the wall
Max Sign Area per Sign	n/a
Max Sign Area per Building	500 sf; includes sf of all signs mounted on the wall
Max Total Sign Area: Corner Signs	n/a
Min. Vertical Clearance	n/a
Max projection from wall	n/a
Max # of Signs per Wall	n/a
Max # of Signs per Building	n/a
Max Sign Width	n/a
Max Sign Width, Corner Signs	n/a
Sign Placement	n/a
Sign Elements	n/a
Max Sign Height	n/a
Internal Illumination	n/a
External Illumination	n/a

9.6.E. GENERAL STANDARDS FOR SIGNS ON ACCESSORY STRUCTURES

	Fascia Signs on Detached Canopy	Spanner and Spandrel Signs on Detached Canopy	Entry Feature (Not a Wall or Canopy)	Perimeter Wall Sign
Max. Sign Height	above the fascia by no more than 20% of the fascia height	below fascia	12 ft	30% wall height, if mounted on top of wall; 70% wall height if engraved, etched or mounted onto wall face
Max Total Sign Area	10 % of area of canopy fascia; counts toward total sign area of building wall that is parallel to canopy fascia	10% of canopy area (width of canopy x height from ground)	Lesser of 20% of total area of face of wall to which sign area is attached, or 40 sf	Lesser of: 20% of the total area of the face of the wall, or 20 sf
Max Total Sign Area: Corner Signs	if canopy oriented toward corner of building, counts toward max sign area for each wall adjoining at the building corner	10% of canopy area (width of canopy x height from ground)	n/a	n/a
Min. Vertical Clearance over pedestrian areas	14 feet; may extend below canopy fascia by no more than 20% of the fascia height	10 feet	n/a	n/a
Max projection from wall face	4 in, letters only	2 in	8 in	4 in
Max # of Signs	2	n/a	n/a	1
Max Sign Width	Greater of: 5 ft or 10% of the width of the building wall closest to a parallel alignment with the canopy fascia	50% of fascia width	80% of width of structural wall to which sign is attached	n/a
Max Sign Width, Corner Signs	if canopy oriented toward corner of building, counts toward max sign width for each wall adjoining at the building corner	50% of fascia width	n/a	n/a
Sign Placement	Centered on the canopy fascia; can't extend >20% of the fascia height above and below canopy fascia; can't extend beyond edge of canopy fascia at corners	centered on a support column or centered between two support columns	n/a	may be permanently affixed to or mounted on top of wall, on face of wall, or etched or engraved into wall
Sign Elements	temporary sign elements are prohibited	temporary sign elements are prohibited	temporary sign elements are prohibited	temporary sign elements are prohibited
Internal Illumination	yes	no	no	no
External Illumination	yes, downlighting only	yes, downlighting only	yes	yes

9.7. ADDITIONAL STANDARDS FOR OVERLAY DISTRICTS

Historic District

same as Historic
District or
different?

School St.
John's Rd

Hwy 46; US 87

	Main Street	River Road	Old San Antonio Rd	Community Corridors	Entrance Corridors
FREESTANDING SIGNS					
Pole	no	no	no		12ft std cabinet, 16 for molded cabinet; max sign area = max per cabinet = 20 sf
Decorative Post and Panel					12 ft max sign ht; 30 sf max sign area
Pylon Sign (> 8 ft)	per HLC	per HLC			16 ft max ht; sign area: 30 sf single tenant; 16sf/tenant with max 60 sf multitenant
Monument Sign (< 8 ft)	per HLC	per HLC			ht same; sign area: 36 sf max single tenant; 60 sf max multi tenant
SIGNS ON ACCESSORY STRUCTURES					
Detached Canopy Sign	no	no	no		
Perimeter Wall Sign	no	no			
Entry Feature Sign	no	no	6 ft max ht		16 ft max ht
SIGN FACES - FREESTANDING/ACCESSORY STRUCTURES					
Standard Cabinet/Can/Box	per HLC	per HLC	no single cabinet signs		
Molded Cabinet	per HLC	per HLC			for pole signs, > sign area
Panel	per HLC	per HLC			
Channel Letter Sign Face	per HLC	per HLC			
Bulletin Board Cabinet	no	no			internal only (increased setback from ROW)
Manual Changeable Copy	per HLC	per HLC		<30% of total sign area	<30% of total sign area

purple = allowed; same as general standard

gold = allowed; standard per overlay district

9.7. ADDITIONAL STANDARDS FOR OVERLAY DISTRICTS

Historic District

same as Historic
District or
different?

School St.
John's Rd

Hwy 46; US 87

	Main Street	River Road	Old San Antonio Rd	Community Corridors	Entrance Corridors
Electronic Changeable Copy	no	no	< 30% of total sign area	% of total sign area	< 30% of total sign area
Digital Sign	kiosks/ directional/ wayfinding; static; per HLC	kiosks/ directional/ wayfinding; static; per HLC	static; < 30% of total sign area	static; < 30% of total sign area	static; < 30% of total sign area
Tube Letter Sign	per HLC	per HLC	no	no	for pole signs, > sign area
Internally Illuminated cabinet	per HLC	per HLC	% of total sign area	% of total sign area	
Externally Illuminated Sign	per HLC	per HLC			
ATTACHED (BUILDING-MOUNTED)					
Wall Sign					
Window Sign					
Attached Canopy					
Awning					
Marquee			no	no	
Hanging Sign					
Blade Sign					
Projecting Sign					
Roof Sign	per HLC	per HLC	per HLC		
ATTACHED SIGN FACES					
Can/Box/Standard Cabinet	per HLC	per HLC			
Molded Cabinet	per HLC	per HLC			
Panel	per HLC	per HLC			
Tube Letter Sign	per HLC	per HLC			
Capsule Sign (illuminated cabinet)	per HLC	per HLC			
Channel Letter Sign	per HLC	per HLC			
Digital Sign	per HLC	per HLC	no	no	
Electronic Changeable Copy	per HLC	per HLC	no		
Manual Changeable Copy	per HLC	per HLC			
Bulletin Board Cabinet	per HLC	per HLC			
Externally Illuminated Sign	per HLC	per HLC			
Fabric	per HLC	per HLC			
Adhesive or Painted	per HLC	per HLC			

purple = allowed; same as general standard

gold = allowed; standard per overlay district

9.7. ADDITIONAL STANDARDS FOR OVERLAY DISTRICTS

I-10

key intersections
along I-10

New City Hall area

Herff + part of 46
(W) of River Rd

	Scenic Interstate	Regional Centers	Central Civic Center	Herff District (not corridor)	SoBo
FREESTANDING SIGNS	min. spacing between ALL freestanding signs = 200 feet				
Pole	12ft std cabinet, 16 for molded cabinet; max sign area = max per cabinet = 24 sf	20 std cabinet, 36 molded cabinet; sf max sign area = max per cabinet = 24 sf;	no	no	16 std cabinet, 20 molded cabinet; max sign area = max per cabinet = 24 sf
Decorative Post and Panel		12 ft max sign ht; 36 sf max sign area	12 ft max sign ht; 36 sf max sign area	12 ft max sign ht; 30 sf max sign area	12 ft max sign ht; 30 sf max sign area
Pylon Sign (> 8 ft)	ht same; sign area: 24 sf max single tenant; 60 sf max multi tenant	40 ft max ht; sign area: 60 sf single tenant; 16sf/tenant with max 150 sf multitenant	16 ft max ht; sign area: 30 sf single tenant; 16sf/tenant with max 60 sf multitenant	ht same; sign area: 24 sf max single tenant; 60 sf max multi tenant	ht same; sign area: 24 sf max single tenant; 60 sf max multi tenant
Monument Sign (< 8 ft)	ht same; sign area: 36 sf max single tenant; 60 sf max multi tenant	ht same; single tenant max width = 8sf; area max 60 sf; multi tenant: max width = 16sf, area = 120 sf multitenant	ht same; sign area: 36 sf max single tenant; 60 sf max multi tenant	ht same; sign area: 36 sf max single tenant; 60 sf max multi tenant	ht same; sign area: 36 sf max single tenant; 60 sf max multi tenant
SIGNS ON ACCESSORY STRUCTURES					
Detached Canopy Sign	no		no	no	
Perimeter Wall Sign			on cut stone walls only	on cut stone walls only	
Entry Feature Sign	40 ft max height	40 ft max height	16 ft max ht	16 ft max ht	16 ft max ht
SIGN FACES - FREESTANDING/ACCESSORY					
Standard Cabinet/Can/Box	no single cabinet signs	max 20 ft ht for pole signs	no single cabinet signs		max 16 ft if only one box
Molded Cabinet		max 40 ft ht for pole signs			
Panel					
Channel Letter Sign Face	no				> sign area
Bulletin Board Cabinet	no	no			no
Manual Changeable Copy	no	no	no	< 30% of total sign area	no

purple = allowed; same as general standard

gold = allowed; standard per overlay district

9.7. ADDITIONAL STANDARDS FOR OVERLAY DISTRICTS

I-10

key intersections
along I-10

New City Hall area

Herff + part of 46
(W) of River Rd

	Scenic Interstate	Regional Centers	Central Civic Center	Herff District (not corridor)	SoBo
Electronic Changeable Copy	no	< 30% of total sign area	< 30% of total sign area	< 30% of total sign area	< 30% of total sign area
Digital Sign	no	kiosks/ directional/ wayfinding; static	kiosks/ directional/ wayfinding; static	kiosks/ directional/ wayfinding; static	kiosks/ directional/ wayfinding; static
Tube Letter Sign	no	incr ht to 40ft for pole signs			
Internally Illuminated cabinet					
Externally Illuminated Sign	no				
ATTACHED (BUILDING-MOUNTED)					
Wall Sign					
Window Sign					
Attached Canopy					
Awning					
Marquee				no	
Hanging Sign					
Blade Sign					
Projecting Sign					
Roof Sign	no	max ht 8ft above roof line; max area = 120 sf			
ATTACHED SIGN FACES					
Can/Box/Standard Cabinet					
Molded Cabinet					
Panel					
Tube Letter Sign					
Capsule Sign (illuminated cabinet)					
Channel Letter Sign					
Digital Sign				no	
Electronic Changeable Copy				no	
Manual Changeable Copy					
Bulletin Board Cabinet					
Externally Illuminated Sign					
Fabric					
Adhesive or Painted					

purple = allowed; same as general standard

gold = allowed; standard per overlay district

9.7. ADDITIONAL STANDARDS FOR OVERLAY DISTRICTS

	west of historic district	east of historic, west of Old #9, north of River Rd		
	The Flat	Downtown	Oak Park	No Overlay
FREESTANDING SIGNS				
Pole				
Decorative Post and Panel				
Pylon Sign (> 8 ft)				
Monument Sign (< 8 ft)				
SIGNS ON ACCESSORY STRUCTURES				
Detached Canopy Sign	no	no	no	
Perimeter Wall Sign	cut stone walls only; walls no > 3ft	cut stone walls only; walls no > 3ft	cut stone walls only; walls no > 3ft	
Entry Feature Sign	6 ft max ht	6 ft max ht	6 ft max ht	
SIGN FACES - FREESTANDING/ACCESSORY				
Standard Cabinet/Can/Box				
Molded Cabinet				
Panel				
Channel Letter Sign Face	no	no	no	
Bulletin Board Cabinet				
Manual Changeable Copy				

purple = allowed; same as general standard

gold = allowed; standard per overlay district

9.7. ADDITIONAL STANDARDS FOR OVERLAY DISTRICTS

	west of historic district	east of historic, west of Old #9, north of River Rd		
	The Flat	Downtown	Oak Park	No Overlay
Electronic Changeable Copy				
Digital Sign	no	no	no	no
Tube Letter Sign	no	no	no	
Internally Illuminated cabinet				
Externally Illuminated Sign				
ATTACHED (BUILDING-MOUNTED)				
Wall Sign				
Window Sign				
Attached Canopy				
Awning				
Marquee	no	no	no	
Hanging Sign				
Blade Sign				
Projecting Sign				
Roof Sign	no	no	no	no
ATTACHED SIGN FACES				
Can/Box/Standard Cabinet				
Molded Cabinet				
Panel				
Tube Letter Sign				
Capsule Sign (illuminated cabinet)				
Channel Letter Sign				
Digital Sign	no	no	no	no
Electronic Changeable Copy	no	no	no	
Manual Changeable Copy				
Bulletin Board Cabinet				
Externally Illuminated Sign				
Fabric				
Adhesive or Painted				

purple = allowed; same as general standard

gold = allowed; standard per overlay district

Sign Types

General Sign Categories



Freestanding



Building-Mounted



Special Signs/Sign Elements



Signs on Accessory Structures



Temporary Signs

Sign Types by Category

Free-Standing

- Monument
- Pylon
- Pole
- Decorative Post and Panel

Building-Mounted

- Wall
- Window
- Awning
- Blade
- Hanging
- Attached Canopy
- Marquee
- Roof

Accessory Structures

- Signs on Entry Features
- Detached Canopy Signs
- Perimeter Wall Signs

Temporary

- Banner
- Feather Flag
- Portable
- Sidewalk
- Temporary Post / Panel
- Temporary Window
- Yard

Special

- Bulletin Boards
- EMBs
- Digital Signs
- Internally Illuminated
- Manual Changeable Copy

Freestanding Signs

Pole Sign

- **Pole Sign:** A free-standing sign that is permanently supported by poles, pillars or beams that are not cladded or enclosed.



Monument Sign

- **Monument Sign:** A monument sign is a freestanding sign that is supported by a base structure, with structural enclosure on at least one other side. Also known as Ground Signs.



Pylon Sign

- **Pylon Sign:** A free-standing, supported sign in which the support structure is enclosed, but which is not supported by a base structure.



Decorative Post and Panel Sign

- **Post and Panel Sign:** A post and panel sign is a freestanding sign that is supported by decorative posts, with no structural enclosure of the sign face or sign panels.



Building-Mounted Signs

Wall Sign

- **Wall Sign:** A sign that is attached to or painted on the exterior wall or fascia of a building, or installed on a false or mansard roof, so that the sign face is parallel to the building wall.



Window Sign

- **Window Sign:** A sign that is applied, painted or affixed to a window or glass panel of a door, or located within three feet of a window inside of a building, and oriented so as to be read from outside the building.



Roof Sign

- **Roof Sign:** Any sign that is mounted upon, against or over the roof of a building, excluding projecting signs.



Awning Sign

- **Awning Sign:** A sign painted on or attached to the outside of an awning, which is a lightweight frame with a covering, fully supported by a building.



Marquee Sign

- **Marquee Sign:** A building-attached sign that is structural in nature, which is attached to, supported by, and projecting over the entrance of a building, with no support posts. It may or may not have changeable copy.



Canopy Sign

- **Canopy Sign:** A canopy sign is a sign which is mounted to a canopy. The canopy can be an extension of the building or a freestanding canopy structure. Attached canopies are attached to a building but partially supported by posts. Detached canopies are full supported by posts or pillars and are not supported by or attached to a building.



Blade Sign

- **Blade Sign:** A building-mounted sign with sign faces which are perpendicular to the wall of the building. Also known as a Projecting Sign.



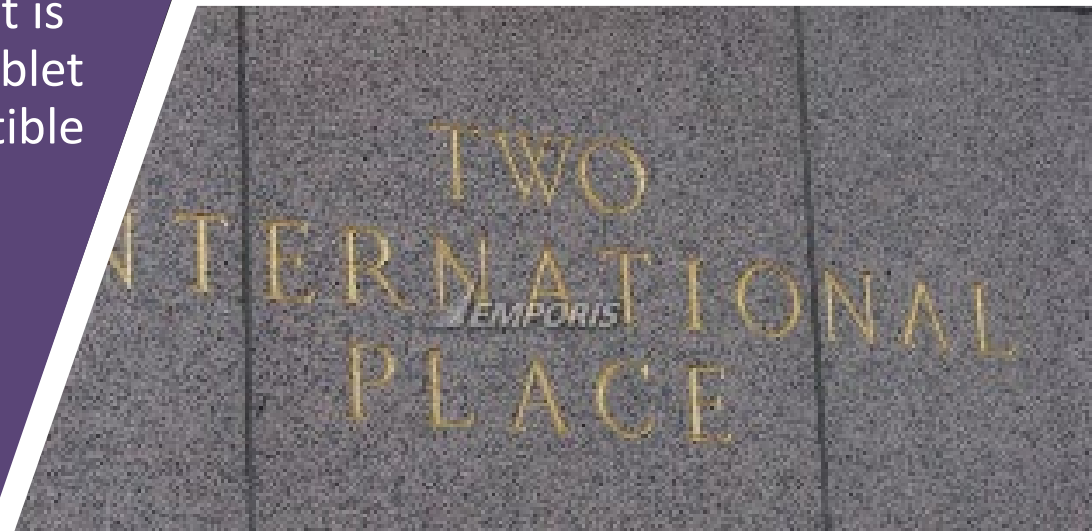
Hanging Sign

- **Hanging Sign:** A sign that is attached to the underside of an awning or canopy which is protruding from the principle building.



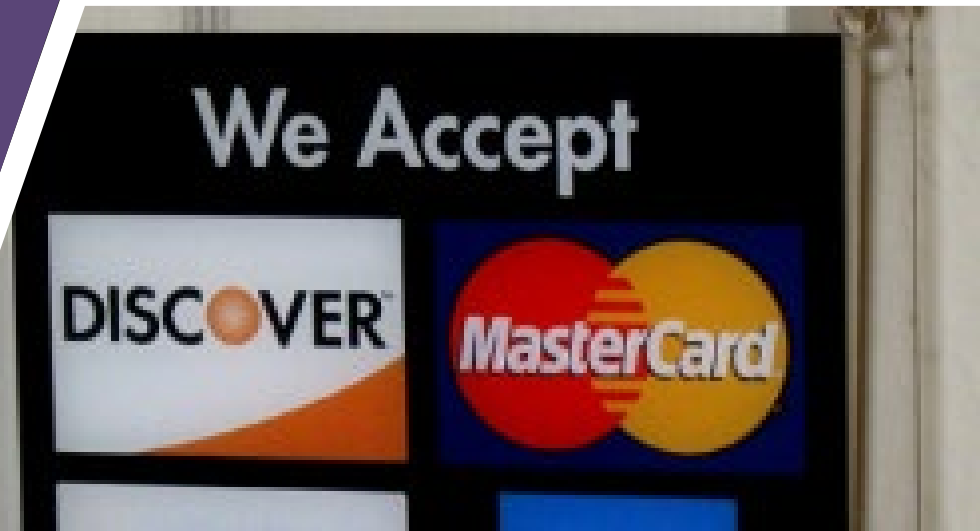
Integral Sign

- **Integral Sign:** A sign indicating the name of a building or indicating the date or other information of historical interest about the building's construction, when such sign is cut or molded into a masonry surface which forms part of a wall of the building or when it is constructed as a plaque or tablet of bronze or other incombustible material and permanently mounted on the face of the building.



Incidental Sign

- **Incidental Sign:** A small sign, emblem or decal informing the public of goods, facilities or services available on the premises, including hours of operation and whether the establishment is open or closed.



Signs On Accessory Structures

Perimeter Wall Sign

- **Perimeter Wall Sign:** A perimeter wall sign is a sign that is mounted on, embedded in or permanently affixed to a structural wall that is not a building wall.



Entrance Feature Signs

- **Entrance Feature Signs:** A sign that is mounted on, embedded in or permanently affixed to an entrance feature to a subdivision, neighborhood, district or property.
- **Discussion:**
- Definition of “entrance feature”
- Size of feature vs. “building”large boulders? Berms?



Detached Canopy Sign

- **Detached Canopy Sign:** A sign that is mounted on a canopy that is not attached to a building. There are four ways in which a sign can be mounted on a detached canopy:
 - Canopy fascia sign
 - Spandrel Sign
 - Spanner Sign
 - Roof Sign



Temporary Signs

Feather Flag Signs

- **Feather Flag Signs:** A type of temporary sign consisting of a vertically-oriented banner attached to a staff or pole, which is driven into the ground for support, or supported by means of an individual stand.



Temporary Post and Panel Sign

- **Temporary Post and Panel Sign:**
A temporary sign consisting of a sign panel anchored into the ground using two posts



Sidewalk Sign

- **Sidewalk Sign:** A sign, regardless of its construction, which is designed to be placed on the ground or sidewalk adjacent to an establishment in order to advertise or call attention to the goods or services offered at that establishment.



Banner Sign

- **Banner Sign:** A temporary, flexible sign intended to be hung or mounted either with or without frames, made of paper, plastic, fabric or any other flexible material, and which is used by its colors, characters, lettering, illustration or ornamentation to call attention to an establishment on the site or to a community, civic or other event either on or off the site. Does not include flags.



Portable Sign

- **Portable Sign:** Any sign which is not permanently attached to the ground or to a permanent structure or a sign designed to be transported, whether on attached wheels or otherwise, is a portable sign.



Temporary Window Sign

- **Temporary Window Sign:** A temporary sign placed on or up to three feet behind the window of an establishment, which is visible from the outside of the building.



Yard Sign

- **Yard Sign:** A small, temporary sign, mounted on a stick or post, which is placed in the private yard space of a property.



Temporary Signs for New Businesses

- *This isn't a sign type, but provisions need to be included to address this condition...most likely in the sign procedures.*
- Must be removed when permanent sign is installed
- Max time limit = 30 days after Certificate of Occupancy
- This can be extended up to 60 days



Special Signs and Sign Elements

Internally Illuminated Signs

- Internally illuminated Signs:
Signs with internal illumination.



Manual Changeable Copy Sign

- **Manual Changeable Copy Sign:**
A permanent sign with a temporary message, where letters of the message run along a track and can be changed.



Electronic Message Board

- **Electronic Message Board:** A sign capable of displaying words, symbols, figures or images, which can be electronically or mechanically changed by remote or automatic means, but which does not include animation or video.



Digital Sign

- **Digital Sign:** A sign capable of displaying animated graphics and video, as well as words, symbols, figures, and images, which can be electronically or mechanically changed by remote or automatic means.



Informational Sign

- **Informational Sign:** A freestanding sign that provides information to people who visit a particular site, including kiosks, bulletin boards, property maps and office directories.

